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Our specialty is **Commercial photography in NYC**, which means we not only provide professional commercial photography, but we can also help you come up with a concept that shares your message, makes an impression, evokes feelings, and, most importantly, helps you sell your product. New York City is full of diverse spaces. We'll work with you to ensure the shoot is done in the locations that embody the energy and vibe you're wanting to capture.



What Is Commercial Photography?

If you're scratching your head about what commercial photography is exactly, you're not alone. The term can cover quite a wide range of images. Broadly, commercial photography refers to photography that is used to sell or promote a product or service, or otherwise support a business or organization in making more money.

Often, this can refer to product photography, lifestyle photography, and even fashion photography. However, depending on the client and the product or service being sold, it can also include things like architectural photography, food photography, and events.

Nowadays, since so much selling and promotion of products happens online, commercial photographs may be shot with Instagram in mind. They can also be used on websites, in marketing material, in print or digital ads, on billboards, or anywhere else your client wishes to communicate visually with their customer base.



What Is a Commercial Photographer?

A commercial photographer is someone who shoots images that help their clients sell their products or services. They may work alone or as part of a team. If working alone, they are often tasked with coming up with concepts that help bring their clients' vision to life. If working as part of a team, they may have direction from someone like an art director who has already conceptualized a photoshoot based on things like the clients branding strategy and target audience, and the photographer's job is to create images based on this direction.



What Are the Different Types of Commercial Photography?



Types of commercial photography include product photography, lifestyle photography for brands, photography for use on product packaging, images for brochures, photos for social media use by brands and organizations, fashion photography, portrait photography if it's for commercial use, real estate and architectural photography, and more.



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